BUSINESS PLAN

BUSINESS INFORMATION

FILL IN THE BLANKS...

BUSINESS NAME:

BUSINESS ADDRESS:

BUSINESS CONTACT NUMBER & EMAIL:

DATE:

SIGNATURE:

BUSINESS PLAN

1. EXECUTIVE SUMMARY

TAKE OUT ONE OR TWO IMPORTANT SENTENCES YOU WOULD LIKE TO HIGHLIGHT FROM EVERY PAGE OF YOUR BUSINESS PLAN AND PUT IT HERE.

BUSINESS PLAN

2. BUSINESS DESCRIPTION

WRITE YOUR BUSINESS NAME, BUSINESS STRUCTURE, OWNERSHIP, LOCATION, PURPOSE OF YOUR COMPANY, WHY AND WHEN THE BUSINESS STARTED, YOUR TARGET MARKET, PRODUCTS, SERVICES, PRICES & DELIVERY METHODS, FUTURE VISIONS & GOALS.

BUSINESS PLAN

3. MARKETING ANALYSIS

WRITE DOWN YOUR SPECIFIC TARGETED AUDIENCE, WHO YOUR COMPETITORS ARE AND THEIR STRENGTHS & WEAKNESSES TO DIFFERENTIATE YOURSELF? HOW CAN YOU POSITION YOURSELF IN A HOT SPOT WITHOUT OR WITH LITTLE COMPETITION? HOW DOES THE TRENDS LOOK?

BUSINESS PLAN

4. ORGANIZATION & MANAGEMENT

WHAT PEOPLE WILL BE ON YOUR TEAM? WHAT ASSETS DO YOU HAVE?
WHAT ASSETS ARE YOU LOOKING FOR TO GO LIVE WITH YOUR BUSINESS?

BUSINESS PLAN

5. MARKETING STRATEGY

HOW WILL YOU START PROMOTING YOUR BUSINESS? WHAT CHANNELS WILL YOU USE TO MARKET YOUR BUSINESS, PRODUCTS AND SERVICES? HOW DOES YOUR SUCCESSFUL COMPETITORS MARKET THEIR BUSINESSES?

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6. SALES STRATEGY

WHAT ARE YOUR SALES GOALS? HOW WILL YOU TURN LEADS INTO CUSTOMERS?

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7. FINANCIAL PROJECTIONS

WHAT DOES IT COST YOU TO START YOUR BUSINESS? HOW MUCH DO YOU PROJECT TO SELL EACH MONTH? WHAT ARE YOUR MONTHLY EXPENSES? WHAT ARE YOUR PROJECTED INCOME TAX? WHAT ARE YOUR PROJECTED PROFITS?